## ORDER

Orders

Order / Rev:

106554

Alt Order #:

06851927

Product Desc:

OBAMA ADD

Estimate:

1768

Flight Dates:

09/13/12 - 09/17/12

Original Date / Rev:

09/12/12 / 09/18/12

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI National

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** 

Billing Contact:

Washington Harbor

Washington, DC 20007

Broadcast

Cash

Billing Calendar: Billing Cycle:

Billing Type:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Obama for America

Demographic:

A35+

**Product Codes:** 

PLC01-Democrat

Priority:

SELECT PRIORITY CODE

New Business Thru:

Order Separation:

00:05:00

Advertiser External ID: Agency External ID:

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

Bill Plan

# Spots Gross Amount Start Date End Date Net Amount .08/27/.12 .09/17/12 \$22,325.00-\$18,976,25 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	22	\$22,325.00	\$18,976.25	0.00
Totals	22	\$22,325,00	\$18,976.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	\$22,325.00
Market	100%	\$131,323.53

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	35%	\$45,963.24
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	13%	\$17,072.06
KTUD	0%	\$0.00
KVVU	28%	\$36,770.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$9,192.65

	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1 KSNV	/ 09/13/12	09/17/12	M-F 5-6a WakeUp	-	5-6a	MTF	:30	2	\$125.003	0.00 NM	1	\$125.00
				M-F 5-6a WakeU	p w/Wagners								
	WAKE	UP WITH	THE WAG	NERS									
	<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				í		
	Week; 09	9/13/12	09/19/12	TF	1	\$125.00	0.00						

Print Date: 09/19/12 08:42:48

KSNV

Page 2 of 3

Order / Rev!

106554

Advertiser:

Obama for America

Alt Order #:

06851927

51927

Product Desc: 0

OBAMA ADD

Flight Dates:

09/13/12 - 09/17/12

Estimate:

1768

E   KSNV 08/15/12 09/17/12   MF   F of WiderLup wW/MSP   F of Micro   MF   F of WiderLup wW/MSP   F of Micro   MF   F of Micro   MSP   F of MSP   MSP   MSP   F of MSP	Ln Ch Start	End	Inventory Code	Breek	Ctout/I" and T	Time - Davis	l 0		D . D .	D. T		
Mark   Description   Mark   Description   Mark   Description   Descrip												
Signt Date   End Date   Weekdays   Control   Control   Weekdays   Control   Contr			M-F 5-6a WakeU		D-0a	V	:30	2	\$125.003	0.00 NW	1	\$125,00
E 2 KSNV 08/13/12 09/19/12				Spots/Week	<u>Rate</u>	Rating						
Wark UP WITH THE WACNERS   Start Date   Fad Date   Weekdays   Start Date   Fad Date   Start Date   Sta					<del></del>	0.00						
Start Date   Serie Date   Ser	E 2 KSNV 09/13/	12 09/17/12			6-7a	MTF	:30	2	\$250.003	0.00 <b>NM</b>	1	\$250.00
Seeke 09/13/12   09/19/12   09/												
Today Show   Start Date   End Date   Meekedays   Mark   Meekedays   Me				Spots/Week 1		<del></del>				Í		
TODAY SHOW	E 3 KSNV 09/13/	12 09/17/12	-	CM	658a-9am	MTF	:30	2	\$550.002	0.00 NM	2	\$1,100.00
March   Self 13/12   O9/15/12   O9/15/12   O9/15/12   Seturday Today   Salurday Today T												
Care												
Saturday Today   Saturday Today					<del></del>	<u> </u>	.30	1	\$225 DD3	0.00 NM	4	\$225.00
Start Date   Find Date   Weekdays   Oyf16/12   Oyf16/				O.W.	7 d-0am	3	.50	'	Ψ225.005	O.OO NIVI	'	\$225.00
March   Marc			Weekdays	Spots/Week	Rate	Rating						
Dr. Phil				1								
DR. PHIL   Start Date   Start	E 5 KSNV 09/13/	12 09/17/12		CM	3-4p	MTF	:30	2	\$225.003	0.00 NM	2	\$450.00
Week: 09/13/12   09/19/12   M-F Early News	DR. PHIL		_,,,,,,									
EARLY NEWS Start Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 09/16/12 Fir PR 9-10p CM 9-10pm												
Start Date   EARLY NEWS   Start Date   Goldang   Weekdays   Spots/Week   Rate   Saft Date   Saft Dat							:30	4	\$375.003	0.00 NM	3	\$1 125 00
Name	the many see that to be measured announced as the											
Week: 09/13/12   09/19/12   09/19/12   Sa-Su Early News Sa-Su Early News Sa-Su Early News Start Date   End Date   Meekdays   No. 09/19/12   09/16/12   0		End Date	Weekdays	Snote/Meek	Rate	Dating						
Sa-Su Early News   Sa-Su Early News   Sa-Su Early News   Siart Date   Meekdays   O9/16/12   O9/16												
Start Date   End Date   Weekdays   Spots/Week   Rate   \$225.00   0.00	E 7 KSNV 09/15/	12 09/15/12			5pm-630pm	S-	:30	1	\$225.003	0.00 NM	1	\$225.00
Week: 09/10/12   09/14/12   Fri PR 9-10p   CM   9-10pm  F   :30   1 \$1,000.003   0.00 NM   1 \$1,000.00												
Friday Prime 9-10pm   GRIMM   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	Week: 09/10/12	09/16/12	S-	Spots/Week 1								
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 9 KSNV 09/14/	2 09/14/12			9-10pm	F	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
Week: 09/10/12   09/16/12   09/16/12   NFL Football   CM   1P-9PM  S   :30   1 \$8,000.002   0.00 NM   1 \$8,000.00	GRIMM		Finday Finne 9-10	ppm								
E11 KSNV 09/16/12 09/16/12 NFL Football CM 1P-9PM												
NFL Football   SUN NT FB: DET @ S FRAN   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/10/12   09/16/12   09/16/12   09/16/12   1 \$8,000.00   0.00   0.00   E 12   KSNV   09/13/12   09/17/12   M-F News 3 at Eleven   M-F News 3 at Eleven   NEWS 3 NIGHTSIDE   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Week: 09/13/12   09/19/12   M-TF   2 \$1,100.00   0.00   E 13   KSNV   09/13/12   09/17/12   The Tonight Show   CM   1135p-1237a   M-TF   :30   2 \$425.001   0.00   NM   2 \$850.00   Start Date   End Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Rating   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   Spo	harry and the same of the same						.20		** *** ***	0.00 NIM		4
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	LII KSIVV USITOIT	2 08/10/12		CIVI	IM-SMIVI	5	:30	7	\$8,000.002	0.00 NIM	1	\$8,000.00
Week: 09/10/12       09/16/12      S       1 \$8,000.00       0.00         E 12 KSNV 09/13/12 09/17/12       M-F News 3 at Eleven CM 11pm-1135pm MTF :30 2 \$1,100.001 0.00 NM 2 \$2,200.00 M-F News 3 at Eleven NEWS 3 NIGHTSIDE       Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/13/12 09/19/12 MTF 2 \$1,100.00 0.00         E 13 KSNV 09/13/12 09/17/12 The Tonight Show CM 1135p-1237a MTF :30 2 \$425.001 0.00 NM 2 \$850.00 Tonight Show TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/13/12 09/19/12 MTF 2 \$425.00 0.00		_										
E 12 KSNV 09/13/12 09/17/12 M-F News 3 at Eleven CM 11pm-1135pm MTF :30 2 \$1,100.001 0.00 NM 2 \$2,200.00 M-F News 3 at Eleven NEWS 3 NIGHTSIDE  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/13/12 09/19/12 MTF 2 \$1,100.00 0.00  E 13 KSNV 09/13/12 09/17/12 The Tonight Show CM 1135p-1237a MTF :30 2 \$425.001 0.00 NM 2 \$850.00 Tonight Show TONIGHT SHOW W/ JAY LENO  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/13/12 09/19/12 MTF 2 \$425.00 0.00				Spots/Week 1	•							
M-F News 3 at Eleven  NEWS 3 NIGHTSIDE  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 09/13/12 09/19/12 MTF 2 \$1,100.00 0.00  E 13 KSNV 09/13/12 09/17/12 The Tonight Show CM 1135p-1237a MTF :30 2 \$425.001 0.00 NM 2 \$850.00  Tonight Show  TONIGHT SHOW W/ JAY LENO  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 09/13/12 09/19/12 MTF 2 \$425.00 0.00		1.07 to		even CM		<del></del>	:30	2 :	\$1,100.001	0.00 NM	2	\$2,200,00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/13/12         09/13/12         09/13/12         MTF         2 \$1,100.00         0.00           E 13 KSNV 09/13/12 09/17/12         The Tonight Show         CM 1135p-1237a         MTF         :30 2 \$425.001         0.00 NM 2 \$850.00           TONIGHT SHOW W/ JAY LENO           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/13/12         09/19/12         MTF         2 \$425.00         0.00	MICIACO O MIGUIT	CIDE	M-F News 3 at El	even								<b>,</b> —,—,
Week: 09/13/12       09/19/12       MTF       2 \$1,100.00       0.00         E 13 KSNV 09/13/12 09/17/12       The Tonight Show CM 1135p-1237a       MTF       :30 2 \$425.001 0.00 NM 2 \$850.00         Tonight Show         TONIGHT SHOW W/ JAY LENO         Start Date End Date Weekdays Spots/Week Rate Rating         Week: 09/13/12 09/19/12 MTF       2 \$425.00 0.00			Meekdays	Snote/Meek	Pate	Dating				- 1		
E 13 KSNV 09/13/12 09/17/12 The Tonight Show CM 1135p-1237a MTF :30 2 \$425.001 0.00 NM 2 \$850.00  Tonight Show  TONIGHT SHOW W/ JAY LENO  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 09/13/12 09/19/12 MTF 2 \$425.00 0.00												
TONIGHT SHOW W/ JAY LENO           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/13/12         09/19/12         MTF         2         \$425.00         0.00	E 13 KSNV 09/13/1	2 09/17/12	•			MTF	:30	2	\$425.001	0.00 NM	2	\$850.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/13/12         09/19/12         MTF         2         \$425.00         0.00	TONIGHT SHOW	N W/ JAY LE										
	Start Date	End Date	<u>Weekdays</u>							I		
SEASON S MINE TOURDS TO THE TOURDS AND THE TOUR TOUR TOUR TOUR TOUR TOUR TOUR TOUR			Late Night w/Fallo		\$425,00 1237a-136ar		:30	3	\$225.001	0.00 NM	3	\$675.00
Late Night w/Fallon			Late Night w/Fallo					•	J	3.33 /110	J	ψ010.00
LATE NIGHT W/JIMMY FALLON <u>Start Date                                      </u>				Snote/Meek	Data	Ratina						
Week: 09/13/12	· · · · · · · · · · · · · · · · · · ·											
N15 KSNV 09/17/12 09/17/12 CM 8-10pm M :30 1 \$4,000.001 0.00 NM 1 \$4,000.00	N 15 KSNV 09/17/1	2 09/17/12		СМ	8-10pm	M	:30	1 :	\$4,000.001	0.00 NM	1	\$4,000.00

Print Date: 09/19/12 08:42:48 Pa

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Order / Revi

106554

Advertiser:

Obama for America

Alt'Order #:

06851927

Product Desc:

OBAMA ADD

KSNV

Flight Dates:

09/13/12 - 09/17/12

Estimate:

1768

Ln Ch Start	End	Inventory Code	Break	Start/End	Гіте_ Days	Len Sp	otsRate	Pri Rtg Type	Spots	Amount
		Mon PR 8-10p								
		Monday Prime 8	-10pm							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	M	1	\$4,000.00	0.00					
N16 KSNV 09/14/	12 09/14/12	Fri 10-11p	CM	10-11pm	F	:30	1 \$2,100.00	2 0.00 NM	1	\$2,100.00
		Friday Prime 10-	1 <b>1</b> pm				, ,, , , , , , , , , ,	- 0.00 14	•	Ψ2,100.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week; 09/10/12	09/16/12	F	1	\$2,100.00	0.00					
<u></u>			<del>_</del>					Totals	22	\$22,325.00